

## ORDER



## Orders

Order / Rev: 166226  
 Alt Order #: 06318761  
 Product Desc: BALDWIN FOR SENATE  
 Estimate:  
 Flight Dates: 09/18/12 - 09/24/12  
 Original Date / Rev: 09/17/12 / 09/17/12  
 Order Type: GENERAL

WDJT-TV-LP  
 Primary AE: Matthew Norten  
 Sales Office: HDC  
 Sales Region: NAT

## Agency

Name: Shorr Johnson Magnus  
 Buying Contact: Mike D'Ettorre  
 Billing Contact:  
 1831 Chestnut St.  
 Philadelphia, PA 19103

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: Poli/T Baldwin/D/Sen/WI  
 Demographic: A35+  
 Product Codes: PL Candidate  
 Priority: P-2  
 Revenue Codes: AGY, POL, ISS

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	28	\$14,700.00	\$12,495.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	28	\$14,700.00	\$12,495.00	0.00
Totals	28	\$14,700.00	\$12,495.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	11%	\$14,700.00
Market	100%	\$133,636.36

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	46%	\$61,472.73
WITI	20%	\$26,727.27
WMLW-	1%	\$1,336.36
WPXE	0%	\$0.00
WTMJ	22%	\$29,400.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	09/18/12	09/21/12	CBS58 Nws 5p M-Sa/530M		5-530p/530-6p	-TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
				CBS58 Nws 5p M-Sa/530p Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		4				\$150.00		0.00			
E 2	WDJT	09/24/12	09/24/12	CBS58 Nws 5p M-Sa/530M		5-530p/530-6p	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
				CBS58 Nws 5p M-Sa/530p Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1				\$150.00		0.00			

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Advertiser: Poli/T Baldwin/D/Sen/WI  
 Product Desc: BALDWIN FOR SENATE  
 Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	09/18/12	09/21/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p -TWTF--	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-TWTF--		4		\$500.00		0.00				
E 4	WDJT	09/24/12	09/24/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1-----		1		\$750.00		0.00				
E 5	WDJT	09/18/12	09/20/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -TWT---	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-TWT---		3		\$400.00		0.00				
E 6	WDJT	09/24/12	09/24/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1-----		1		\$500.00		0.00				
E 7	WDJT	09/24/12	09/24/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p 1-----	:30	1	\$1,000.00	LUR	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1-----		1		\$1,000.00		0.00				
E 8	WDJT	09/19/12	09/19/12	Big Brother Special Big Brother 830p-10p	CM	830p-10p --1----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--1----		1		\$2,000.00		0.00				
E 9	WDJT	09/24/12	09/24/12	Mo 8p - 9p 2 Broke Girls/Mike & Molly	CM	Mo 8p - 9p 1-----	:30	1	\$1,500.00	LUR	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1-----		1		\$1,500.00		0.00				
E 10	WDJT	09/18/12	09/20/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p -TWT---	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-TWT---		3		\$150.00		0.00				
E 11	WDJT	09/24/12	09/24/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p 1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1-----		1		\$200.00		0.00				
E 12	WDJT	09/18/12	09/23/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p -TWTFSS	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-TWTFSS		6		\$600.00		0.00				
E 13	WDJT	09/24/12	09/24/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p 1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1-----		1		\$750.00		0.00				
Totals													28	\$14,700.00